



In10s<sup>7</sup>

Our intensity.  
Your agility.

# Digital KYC & beyond!

Case Study

UniServe<sup>™</sup> NXT | Digital Customer Onboarding

A Government owned Telecom Service provider having PAN India presence serving urban & rural customer communication needs, implements our digital onboarding solution with digital KYC for faster enrolment and 100% compliance.

Give your customers a quick, seamless and hassle free experience and reduce the time spent on onboarding from days to minutes. Reduced onboarding time, compliance to KYC regulations and error-free onboarding with UniServe<sup>™</sup> NXT.

# The Objective

To provide a Unified Customer Acquisition & Communication Management System platform and reduce OPEX.

Deliver an OMNI channel Customer enrollment platform for Mobility, Fixed Line and Enterprise customers

## Challenges

- The TSP was burdened with multiple software applications working in silos.
- Technological limitations increased the need for a unified application to meet all requirements of subscriber i.e. from enrollment through the entire customer lifecycle.
- Changing Government regulations, regulatory demands, and ensuring compliance to government guidelines from time to time.
- Minimize the capital investment on hardware, software while scaling up the business
- Enhance customer delight at every stage of engagement, improve customer retention and loyalty
- Improve resource utilization for core Telecom business instead of Software, Operations & Maintenance of Software
- Convert cost centres to profit centres to improve organizational profitability

## Significant features of the mobile app/digital onboarding

- EKYC Onboarding Flow
- DKYC: Digital (QR Code) Onboarding
- Ticket module within App
- POS/SRO Onboarding with authentication
- POS Agent add on
- Normal/CYMN/Fancy Number onboarding (CYMN-Choose your Mobile number)
- SIM SWAP/SIM Upgrade/Post2Pre/Pre2post flow
- BULK/CUG/CMNP flow (CUG-Corporate user group and CMNP-Corporate mobile number portable)
- Live status of number activation
- Live face capture
- Captured Live GEO location customer onboarding/POS onboarding
- OTP base login and onboarding flow
- De-dupe check
- Tele & Video verification for admin user
- UPI Payment integration

## Value delivered

- Unified software platform for subscriber enrollment for Mobility, Fixed Line and Enterprise Customers
- Platform that ensured compliance with Government and Telecom Regulator compliances from time to time
- Improved Customer Enrollment and Activation Time leading to customer loyalty
- Increase the operational efficiency of systems already in force
- Improved loyalty amongst the TSP's POS (Point of Sale) marketing channel partners for ease of doing business
- To bring in required software, hardware, expertise to Build, Operate and Maintain the entire subscriber life cycle management
- Communicating customer invoices or Statement of Account on periodical basis
- Mobile App and Web Application to all POS Channels for customer enrollment and Customer Service platform
- Centralized CAF (Customer Application Form) repository to meet with Government guidelines and software for storing electronic images & Warehouse management of physical CAFs of customers across India
- Created opportunity for the TSP in generating additional revenues from Trans-promotional advertisement services

## Digital Customer Experience in the new normal

As customers become more connected and demanding, and competition fierce, it is a business imperative for Telecom Service Providers to deliver an experience that goes beyond calling, network and support. Technology accelerators empower enterprises and with the right technology partner TSPs can improve brand image, with digital KYC being a norm and the best way to attract and retain customers in the future.



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